

## ORDER



Orders	Order / Rev:	172485
	Alt Order #:	
	Product Desc:	Wisconsin Gaming
	Estimate:	Wisconsin Gaming Enough Already
	Flight Dates:	12/11/12 - 12/23/12
	Original Date / Rev:	11/26/12 / 11/26/12
	Order Type:	GENERAL

	<b>WDJT-TV-LP</b>
<b>Primary AE:</b>	<b>Jim Held</b>
<b>Sales Office:</b>	<b>MILW</b>
<b>Sales Region:</b>	<b>LOC</b>

Agency	Name:	Nonbox/Eisner
	Buying Contact:	Carmen McKinley
	Billing Contact:	
		5307 S. 92nd Street
		Hales Corners, WI 53130

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Wisconsin Gaming
	Demographic:	HH
	Product Codes:	PL Issue
	Priority:	POL
	Revenue Codes:	AGY, POL, ISS

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/26/12	12/23/12	21	\$9,050.00	\$7,692.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
December 2012	21	\$9,050.00	\$7,692.50	0.00
<b>Totals</b>	<b>21</b>	<b>\$9,050.00</b>	<b>\$7,692.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Held			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WDJT-TV-LP	15%	\$9,050.00
Market	100%	\$60,333.33

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	30%	\$18,100.00
WITI	30%	\$18,100.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	25%	\$15,083.33
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	12/11/12	12/20/12	M-F 5pm News	CM	5p-530p	11111--	:30	5	\$350.00	P-1	0.00	NM	5	\$1,750.00
				M-F 5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-1-1---		2				\$350.00		0.00			
		Week: 12/17/12	12/23/12	-111---		3				\$350.00		0.00			
E 3	WDJT	12/11/12	12/20/12	M-F Late News	CM	10p-1035p	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
				M-F Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	12/11/12	12/20/12	M-F Late News M-F Late News	CM	10p-1035p 11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-11----		2			\$700.00		0.00			
		Week: 12/17/12	12/23/12	-111---		3			\$700.00		0.00			
E 4	WDJT	12/15/12	12/22/12	Sat Late News Sat Late News	CM	10p-1035p -----1-	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-----1-		1			\$700.00		0.00			
		Week: 12/17/12	12/23/12	-----1-		1			\$700.00		0.00			
E 5	WDJT	12/16/12	12/23/12	Sun 530pm News Sun 530pm News	CM	530p-6p -----1	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-----1		1			\$300.00		0.00			
		Week: 12/17/12	12/23/12	-----1		1			\$300.00		0.00			
E 6	WDJT	12/16/12	12/23/12	Sun Late News Sun Late News	CM	10p-1035p -----1	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-----1		1			\$700.00		0.00			
		Week: 12/17/12	12/23/12	-----1		1			\$700.00		0.00			
N 7	WDJT	12/11/12	12/20/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a 11111--	:30	5	\$80.00	P-1	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 12/10/12	12/16/12	-1-1---		2			\$80.00		0.00			
		Week: 12/17/12	12/23/12	-111---		3			\$80.00		0.00			
<b>Totals</b>													<b>21</b>	<b>\$9,050.00</b>